**Rhetorical Devices**

Alliteration: The initial consonant sound is usually repeated in two neighboring words (sometimes also in words that are not next to each other). Alliteration draws attention to the phrase and is often used for emphasis. Examples: for the greater good; safety and security; share a continent but not a country.

Allusion: indirect reference to a person, event or piece of literature. Allusion is used to explain or clarify a complex problem. Note that allusion works best if you keep it short and refer to something the reader / audience is familiar with

Hyperbole: Deliberate exaggeration

Used sparingly, hyperbole effectively draws the attention to a message that you want to emphasize. Example: I was so hungry, I could eat an elephant; I have told you a thousand times.

Metaphor: Figurative expression

Metaphor compares two different things in a figurative sense. Unlike in a simile (A is like B.), “like” is not used in metaphor (A is B.). Example: Truths are first clouds, then rain, then harvest and food. (Henry Ward Beecher);Through much of the last century, America's faith in freedom and democracy was a rock in a raging sea. Now it is a seed upon the wind, taking root in many nations.

Parallelism: Parallel sentence structure.

Successive clauses or sentences are similarly structured. This similarity makes it easier for the reader / listener to concentrate on the message. Example: We are bound by ideals that move us beyond our backgrounds, lift us above our interest, and teach us what it means to be citizens; The mediocre teacher tells, The good teacher explains. The superior teacher demonstrates. The great teacher inspires. (William A. Ward); The mistakes of the fool are known to the world, but not to himself. The mistakes of the wise man are known to himself, but not to the world. (Charles Caleb Colton); Tell me and I forget. Teach me and I may remember. Involve me and I will learn. (Benjamin Franklin)

Parenthesis: Additional information.

The normal progression of a sentence is interrupted by extra information or explanations enclosed in commas, brackets or dashes. The extra information can be a single word, a phrase or even a sentence. Examples: We (myself, wife Lorraine and daughters Caroline and Joanna) boarded our boat 'Lynn', a Duchess class vessel barely a year old, at Black Prince Holidays' Chirk boatyard.

Repetition: Repeating words or phrases

Words or phrases are repeated throughout the text to emphasise certain facts or ideas. Examples: Down, down, down. Would the fall never come to an end! »I wonder how many miles I've fallen by this time?« she said aloud. […]

Down, down, down. There was nothing else to do, so Alice soon began talking again. […]

Rhetorical Question: question without a direct answer

The author / speaker raises a question, but doesn't answer it directly as he/she sees the answer (usually Yes or No) as obvious. Rhetorical questions are used to provoke, emphasise or argue. Examples: When public money brings windfalls to a few, why should the state not take a share?; But was the best way to win them over to threaten to ignore them altogether?

Simile: A direct comparison

Two things are compared directly by using 'like' (A is like B.). Other possibilities are for example: A is (not) like B; A is more/less than B; A is as … as B; A is similar to B; A is …, so is B; A does …, so does B. Examples: concrete box-style buildings are spreading like inkblot. The rabbit-hole went straight on like a tunnel. Personality is to a man what perfume is to a flower. (Charles Schwab)My friend is as good as gold.

Ethos (Credibility), or ethical appeal, means convincing by the character of the author. We tend to believe people whom we respect. One of the central problems of argumentation is to project an impression to the reader that you are someone worth listening to, in other words making yourself as author into an authority on the subject of the paper, as well as someone who is likable and worthy of respect.

Pathos (Emotional) means persuading by appealing to the reader's emotions. We can look at texts ranging from classic essays to contemporary advertisements to see how pathos, emotional appeals, are used to persuade. Language choice affects the audience's emotional response, and emotional appeal can effectively be used to enhance an argument.

Logos (Logical) means persuading by the use of reasoning. This will be the most important technique we will study, and Aristotle's favorite. We'll look at deductive and inductive reasoning, and discuss what makes an effective, persuasive reason to back up your claims. Giving reasons is the heart of argumentation, and cannot be emphasized enough. We'll study the types of support you can use to substantiate your thesis, and look at some of the common logical fallacies, in order to avoid them in your writing.